



Course Syllabus

Course Code	Course Title	ECTS Credits
THOM-240	Managing Special Events	6
Prerequisites	Department	Semester
HOSP-110	Management	Fall/Spring
Type of Course	Field	Language of Instruction
Compulsory/Elective	Tourism, Leisure and Events Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Mr George Panayiotou	2 nd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- **Conduct** background research.
- **Create** a design or 'theme' for your event.
- **Locate** a suitable site.
- **Arrange** quality food, décor and entertainment.
- **Plan** transportation to and from the event.
- **Send** invitations to guests.
- **Arrange** any necessary guest accommodation.
- **Coordinate** the activities of event personnel.
- **Supervise** at the site on the day.
- **Conduct** evaluations of the event.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Understand the market/ clientele to particular events.
2. Create event design themes.
3. Organize event catering, décor, entertainment, accommodation and transportation to and from the event.
4. Organize and send invitations to guests.
5. Coordinate the activities of the human resources involved in the event.

6. Effectively supervise the event on the day.
7. Conduct an evaluation of the event to highlight weaknesses for future improvement.

Course Content:

1. Introduction to Event Management: Event Planner Job Description; Types of events
2. General overview of Event Planning: Where to start and the purpose of an event; Basic checklists; Understanding budgets; Understanding timelines; Site and vendor selection; Administrative needs; Promotional / Press Releases; Meeting survival supplies; Post event; Sponsorship
3. More basic planning information: Booking accommodation; Choosing a theme; Decorating and party supplies; Hiring a band; Questions to ask the chosen facility; Selecting promotional items; Thank you gifts
4. Setting up your business: Introduction; Business start-up check list; Planning your marketing; Basics of Preparing a Business Plan
5. Event Health and Safety: Safety of the facilities; Risk Assessment; Communications; Evacuations; First Aid; Fire arrangements; Security; Barriers; Temporary Road closures; Facilities for the disabled; Signs; The Environment; Facilities; Other considerations; What to do when things go wrong; Event checklist; Further information; Event planning form; Event safety and welfare form
6. Understanding function supervision: Supervising a Function; Planning a Function; Providing a Silver Service; Developing efficient and organised work habits; Getting ready for service; Meeting customer requirements; Food service; Surplus food and used equipment; Clearing finished courses; Clearing the table
7. Information forms: Client information form; Event planning sheet; Event Budget Planning Sheet
8. Equipment Hire and Information: Basic hire information; Selections from a Catalogue; Hire lists
9. Arranging a special event: Anniversaries; Hen/Stag Nights; Baptism; Birthdays; Funerals; Corporate Events; Engagement; Reunions; Weddings

Learning Activities and Teaching Methods:

Lectures, Case Studies Analysis and Discussion, In-Class Exercises, and Presentations

Assessment Methods:

Class activities, Role plays Homework, Project, Mid-Term, and Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Complete Guide to Successful Event Planning, 3 rd Edition	Kilkenny, S.	Atlantic Publishing Group, Inc	2016	1620231565
Special Events	Joe Goldblatt	Wiley	2012	978-0-470-64189-7

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Event Planning and Management: Principles, Planning and Practice, 2 nd Edition	Ruth Dowson and David Bassett	Kogan Page	2018	0749483318.